

The Portal is Open

Welcome to the first issue of *The SWCP Portal!*

We will use this monthly newsletter to keep you, our customers and partners, informed about what's happening here at Southwest Cyberport, and in the world of Internet technology at large. We hope you will find it interesting and helpful.

The last couple of years have seen some big changes internally at SWCP. We have combined forces with two other longtime local ISPs: **Thuntek** in 2005 and **New Mexico Internet Access (NMIA)** in 2006. All three companies have a shared history of trying to provide the best Internet service and technical support humanly possible.

"*Humanly.*" That's a good word. It defines what we are trying to do: Put a human face on impersonal technology. When you call our office, a person answers the phone. If everyone's busy we might ask you to leave a message and call you back, but we'll never subject you to the kind of phone-menu-purgatory that is so common in the modern world.

If you want to chat in person, or put a face to the names that you talk to on the phone, you can drop by our office. See the map and directions in this issue for details.

In coming months you'll find tips in *The SWCP Portal* about new technologies (and some old ones) that affect all of our lives. Email, web sites, online video, internet gaming, collaborative computing, online shopping, online selling, staying safe on the net, and more.

And we want to hear from you too! If you have a question you would like addressed, or a comment on one of our stories, please email us:

newsletter@swcp.com

Sincerely,



Mark Costlow

President, Southwest Cyberport, Inc.

Tips and Tricks: Google

By Victoria Lesanges

Among search engines, Google is one of the best and easiest to use. However, getting really useful results can be a tricky thing, especially if one or more of the terms you want to use is a very common word.

Fortunately, Google has several features that let you refine your searches for better results. Google ignores case for searching, so these examples use all lower-case.

- **Quotes.** If a phrase appears in double quotes, Google will search for pages that contain exactly that entire phrase.
Example: "polar bears"
This search only returns results that contain the phrase "polar bears". It will not list pages that only say "grizzly bears" or "polar and grizzly bears".
- **Minus signs.** If a word is preceded by a minus sign, Google will eliminate any pages that contain that word.
Example: japan wombat -australia
This search returns results that contain both "japan" and "wombat", but skips any pages that contain "australia".
- **The site: prefix.** The site: keyword allows you to search within a specific site. It must use the domain name, not the name of the site (www.swcp.com, not Southwest Cyberport).
Example: site:www.swcp.com eudora
This search returns articles from the SWCP Knowledge Base about using Eudora and personal SWCP customer pages referencing Eudora.
- **The link: prefix.** The link: keyword allows you to find sites that link to another site and see what they say about you and your site. Links to you are one of Google's measures for determining site rankings.
Example: link:www.swcp.com
This finds sites that link to our SWCP site. Many of the first few links are from us, linking internally.

Google also has several familiar features beyond website searching, such as maps and cached copies of sites, and several less familiar features, such as a built in calculator, currency converter, phone book, and package tracking information. Find out more about these features and even more at:

<http://www.google.com/help/features.html>



Getting the Best Out of Tech Support

SWCP's friendly Technical Support staff is here to assist you with a wide range of Internet-related issues. You may save yourself a call by trying the following first:

- If you can't connect at all, check the physical connection of all plugs and jacks, especially the phone line or Ethernet cable to the computer.
- If that doesn't work, turn the power off to the computer and your DSL modem (if you have one), wait a minute, and power up again. This is especially effective for Windows machines.
- If the connection is slow or drops, check the phone line for static, skips, or interference. A bad line will severely degrade both dial-up and DSL.
- If you're having password authentication problems, check to make sure the Caps Lock key is off.

Often these simple actions will clear up difficulties. In future issues, we will have other useful tricks, and cover what information you will need when you do talk to Tech Support, and what our technicians can or cannot do for you.

Net Notes

Email was invented in 1965, 18 years *before* the beginning of the Internet. The @ sign was first used in 1971 to separate the names of users and their machines.

Frequently Asked Questions

What are your location and hours?

We're located Uptown in Albuquerque, just south of San Mateo on Indian School Rd. next to the YMCA, down by the freeway. Please note that current and planned future road work on the Washington St. and San Mateo Blvd interstate overpasses may make physical access temporarily more challenging.

Our regular business hours are Monday through Friday from 8:30 AM to 10:00 PM, Saturday and Sundays from 9:00 AM to 6:00 PM.



Note: Washington St. Bridge is OUT

What about holidays and afterhours?

The office is closed on all major holidays including Memorial Day, the Fourth of July, Thanksgiving, New Year's and Christmas, but there is a small staff on hand during our regular hours on these days to provide tech support by telephone and email.

The network is monitored constantly, and there is an answering and pager system to notify a technician for afterhour emergencies. Messages can be left at our Help Desk at **(505) 232-7992**. Please note that access to certain technical resources may be limited after business hours, and a slight delay in response should be expected.



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